

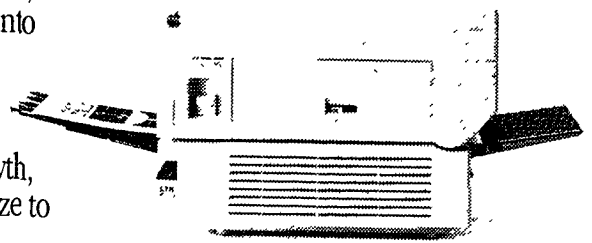
We know what it's like to be a small business. (After all, we started in a garage.)

There are times when you want to look bigger than you are.

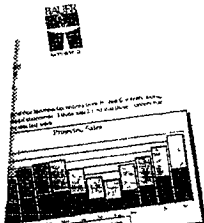
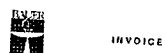
Like when you're competing for new clients or going after that big sale.

revise budgets and analyze expenditures, then instantly turn that information into charts and graphs for presentation.

For keeping track of inventory, expense reports, clients and long-lost sales receipts, there's Omnis 3 from Blyth, a powerful database you can customize to



You can really improve your image with the Apple LaserWriter Plus printer. It creates near typeset quality work in hundreds of type styles and sizes.



AL REPORT

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Revenue	1000	1200	1500	1800	2000	2200	2500	2800	3000	3200	3500	3800	30000
Expenses	500	600	700	800	900	1000	1100	1200	1300	1400	1500	1600	12000
Profit	500	600	800	1000	1100	1200	1300	1600	1700	1800	2000	2200	18000

Professional-looking flyers, invoices, letters and financial reports like these make a big impression

Presenting our Macintosh™ Plus computer. The extra edge for small business.

With a hefty 1 megabyte of memory, it has all the power you need to do everything you need to do. Better. Faster. Smarter.

In other words, bigger.

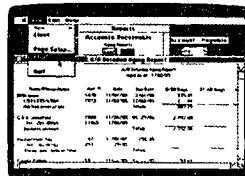
Starting with the bottom line. Using an accounting program like Plains & Simple by Great Plains, you can track receivables and payables, prepare invoices and store your banking records.

All with as much effort as it takes to say, "Yippee, I'm in the black!"

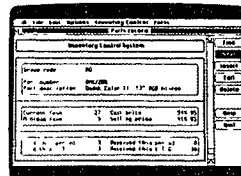
your business' needs.

It puts all your information in order, in any order you want it. By file. By name. By date. By lunchtime.

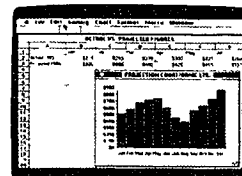
Microsoft's Word program lets you



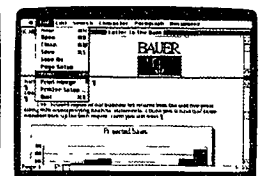
Plains & Simple by Great Plains



Omnis 3 by Blyth



Excel by Microsoft



Microsoft Word

rearrange words, sentences, paragraphs and entire pages with the simple point-and-click of the Macintosh mouse.

And for putting it all on paper, there's the Apple® ImageWriter™ II printer.

With it you can turn out professional looking letters, reports, mailing labels and presentations in a variety of type styles. You can even make full-page business graphics.

Of course, if you really want to make a big impression on people, there's the Apple LaserWriter™ Plus printer.

It produces amazing near-typeset quality text in hundreds of type styles and sizes. So you can create your own professional-quality business forms, overheads, data sheets and manuals—a concept we invented called Desktop Publishing Plus.

As your business grows, you can

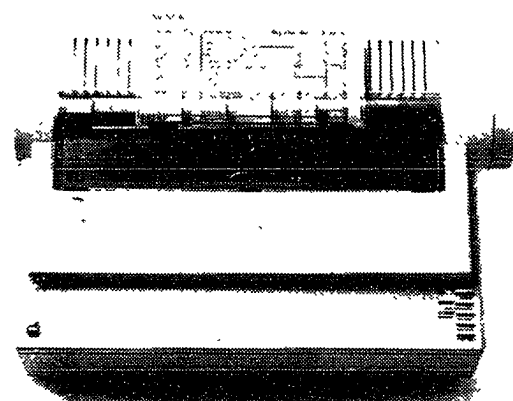
Speaking of finance, you might be interested in our Apple Business Credit Card.\* Especially if your cash flow is more like a trickle.

With it, you can arrange long-term financing for a Macintosh system. Usually within 24 hours.

There's no annual fee. No down payment. And if you buy from a participating Apple dealer by June 15, we'll give you \$250 credit towards your system.

Now that's big of us, isn't it?

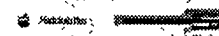
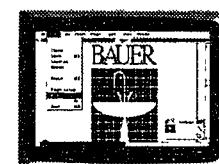
Macintosh Plus stacks on top of our Hard Disk 20, which stores a gigantic 10,000 pages of information



The Apple ImageWriter II printer produces near letter-quality text and full page graphics in a variety of type styles

With an integrated spreadsheet program like Microsoft's Excel, you can prepare neat electronic versions of the messy paper worksheets you've come to know and abhor.

Macintosh Plus will automatically



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